GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2963
ANSWERED ON:11.12.2012
ADVERTISEMENTS BY DAVP
Yadav Shri Hukamdeo Narayan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

to Starred Question No. 328 dated 04.09.2012 regarding 'Issuing of Advertisements by DAVP' and state:

(a) the details of the amount spent on advertisements in Hindi, English and other regional languages, language-wise;

(b) whether at least fifty percent of the total amount to be spent is earmarked for Hindi as per the Annual Programme and guidelines issued by the Department of Official Languages;

(c) if so, whether the said guidelines have been followed; and

(d) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a): The language-wise details of expenditure incurred is placed at Annexure.

(b) to (d): The Advertisement Policy of the Government of India stipulates that 35% of the budget for the display advertisements should be spent on Hindi newspapers.

About 40% of the budget earmarked for display advertisements was spent on Hindi newspapers during the year 2011-12, despite the fact that 10 States/UTs do not have even a single Hindi daily newspaper and several big states like Andhra Pradesh, Tamil Nadu, Karnataka, Kerala and Odisha have very few Hindi dailies.